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**REPLY UNDER 37 CFR 1.116
EXPEDITED PROCEDURE
TECHNOLOGY CENTER**

PATENT
Attorney's Docket No. 42P10861

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Jay H. Connelly

Application No. 09/823,421

Filed: March 29, 2001

**For: System and Method for Transparently
Obtaining Consumer Preferences for Products,
Product Features**

Examiner: Jonathan G. Sterrett

Art Unit: 3623

Confirmation No. 9401

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed March 30, 2007, in connection with the above referenced patent application, Applicant respectfully requests entry of the following amendments and requests reconsideration in view of the following remarks.

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6/25/07